

Provincial Voting Preferences – Western Manitoba December 2015

Survey Highlights

- This latest Probe Research survey shows the NDP has fallen to third place in Western Manitoba. More than one-half of decided voters prefer the PCs (54%), while one-in-five (22%) would cast ballots for a Liberal candidate if an election were held today. Only 18 percent of decided or leaning voters prefer the NDP, while six percent would cast ballots for the Greens or other parties. Nineteen percent of eligible Westman voters are currently undecided.
- The PC lead is strong throughout the region, including in NDP-held Brandon East, Dauphin-Roblin and Swan River.
 - Voters in Brandon East, which has always been held by the NDP, may be preparing to elect a PC MLA for the first time. Four-in-ten decided voters (41%) would vote for PC candidate Len Isleifson, 38 percent prefer Liberal candidate Vanessa Hamilton and only 18 percent would re-elect incumbent NDP MLA Drew Caldwell.
 - Currently, fully one-half of decided voters in Brandon West (55%) would re-elect PC MLA Reg Helwer, compared to 24 percent who prefer the NDP and 18 percent who would back the Liberals.
 - In the Parkland region – which included NDP-held Dauphin-Roblin and Swan River - the NDP are a distant second place (24%) compared to 53 percent for the PCs and 16 percent for the Liberals.
- The PCs lead across all demographic sub-groups, with support for the Liberals and NDP slightly higher among women, young adults and post-secondary graduates.

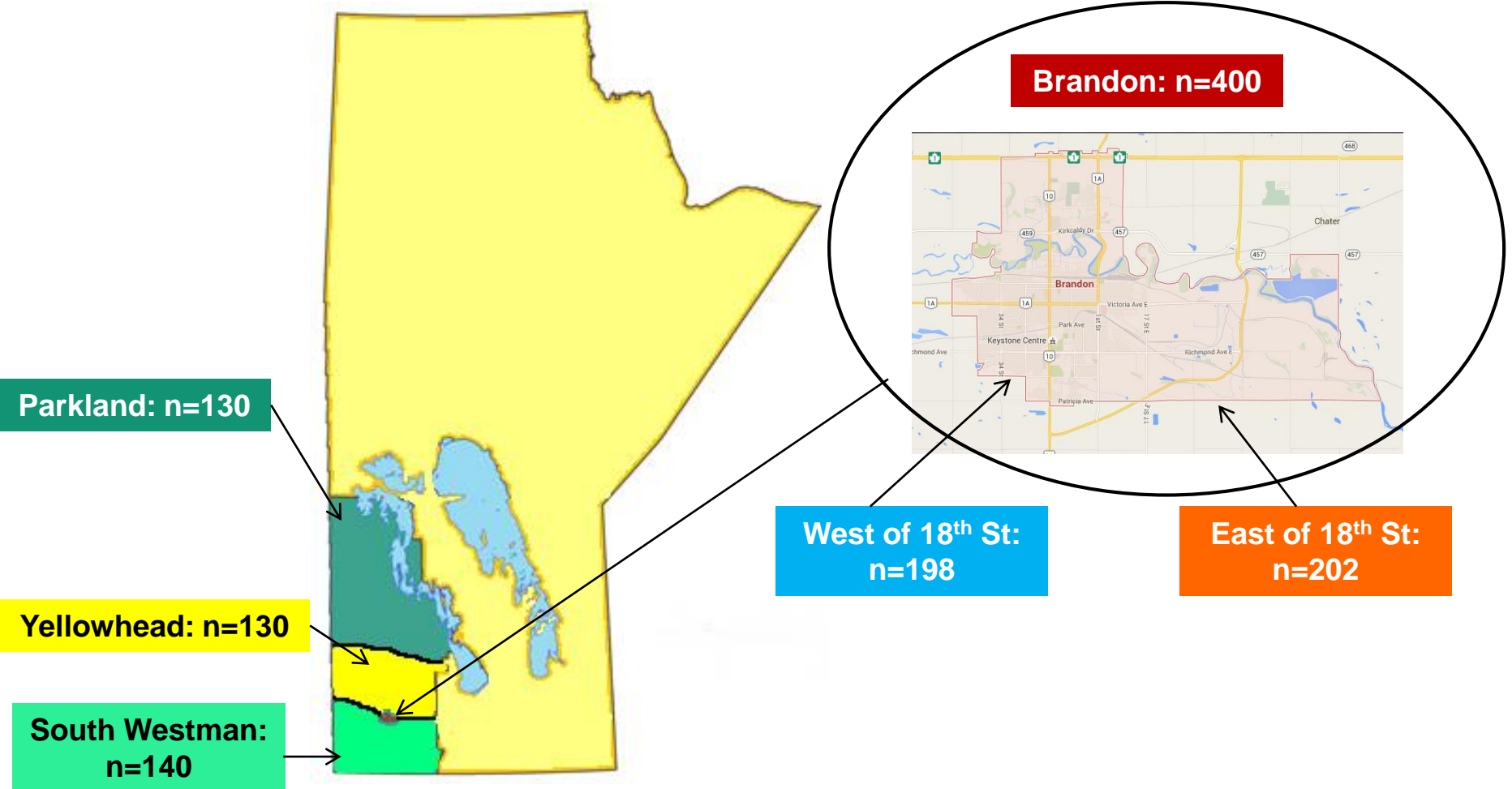
Survey Methodology

- This survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 30th and December 14th, 2015 among a random and representative sampling of 800 adult residents of Western Manitoba, including 400 residents of the City of Brandon and 400 residents of rural areas in Westman.
- With a sample of 800, one can say with 95 percent certainty that the results are within +/- 3.5 percentage points of what they would have been if the entire adult population of Western Manitoba had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Within Brandon, the margin-of-error is +/- 4.9%, 19 times out of 20.
- Modified random-digit dialing including both landline and cellphone numbers was used to ensure that all Westman adults would have an equal opportunity to participate in this Probe Research survey.
- Minor statistical weighting by age and previous voting behaviour has been applied to this sample to ensure that it corresponds with the region as a whole.

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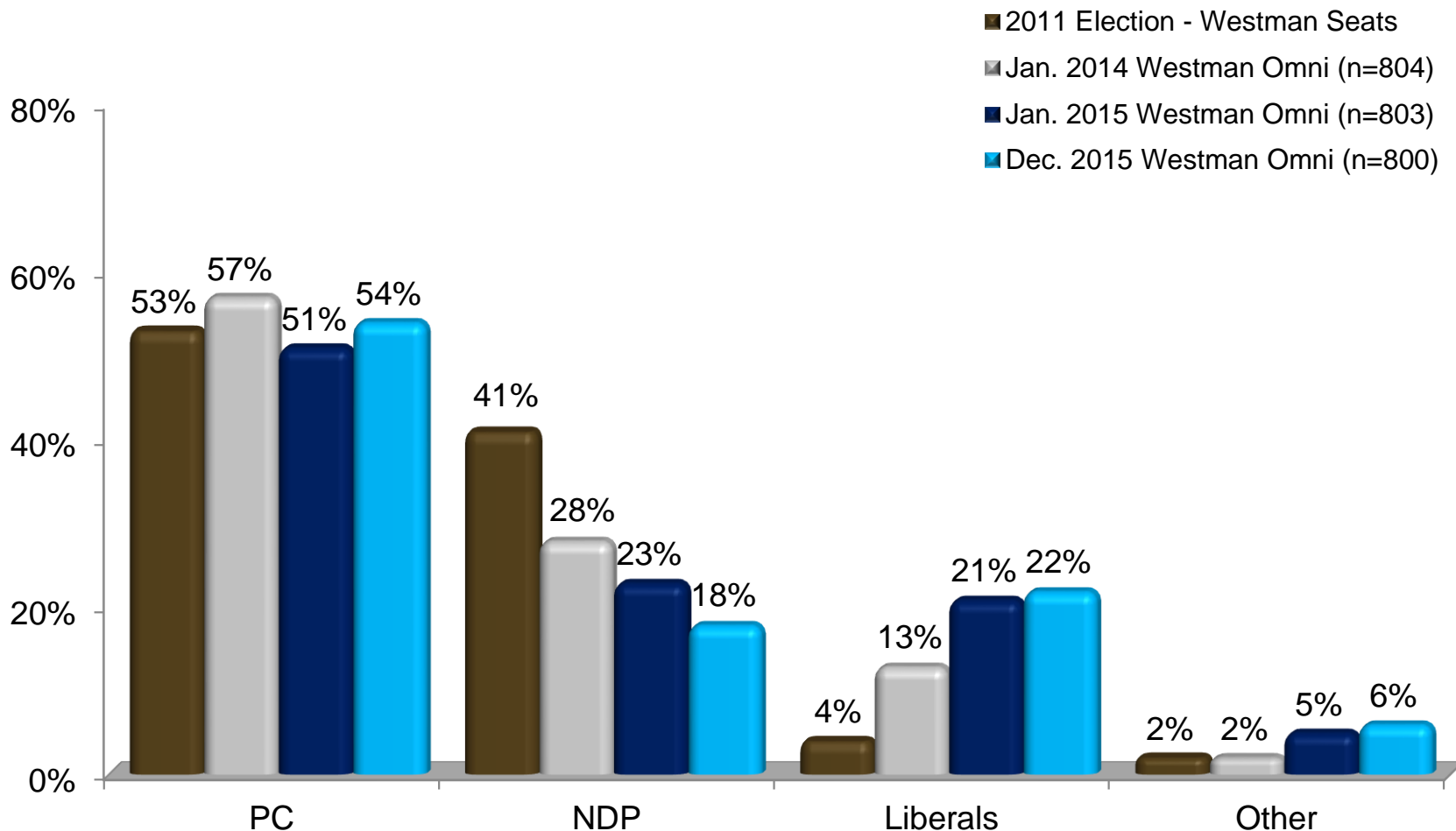
Regional Breakdown



Provincial Party Support

-Western Manitoba -

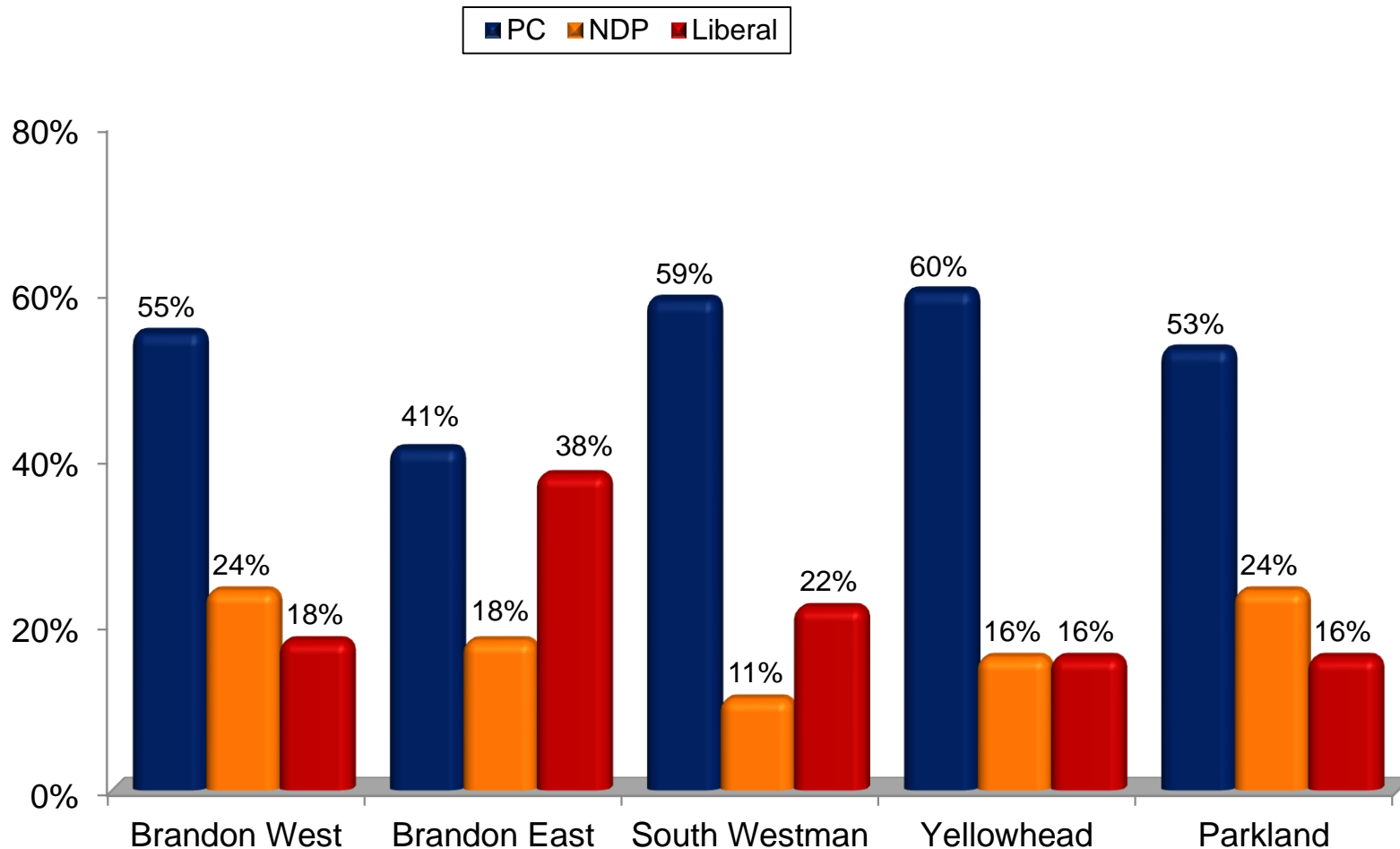
"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Current Provincial Party Support

-Regional Breakdown-

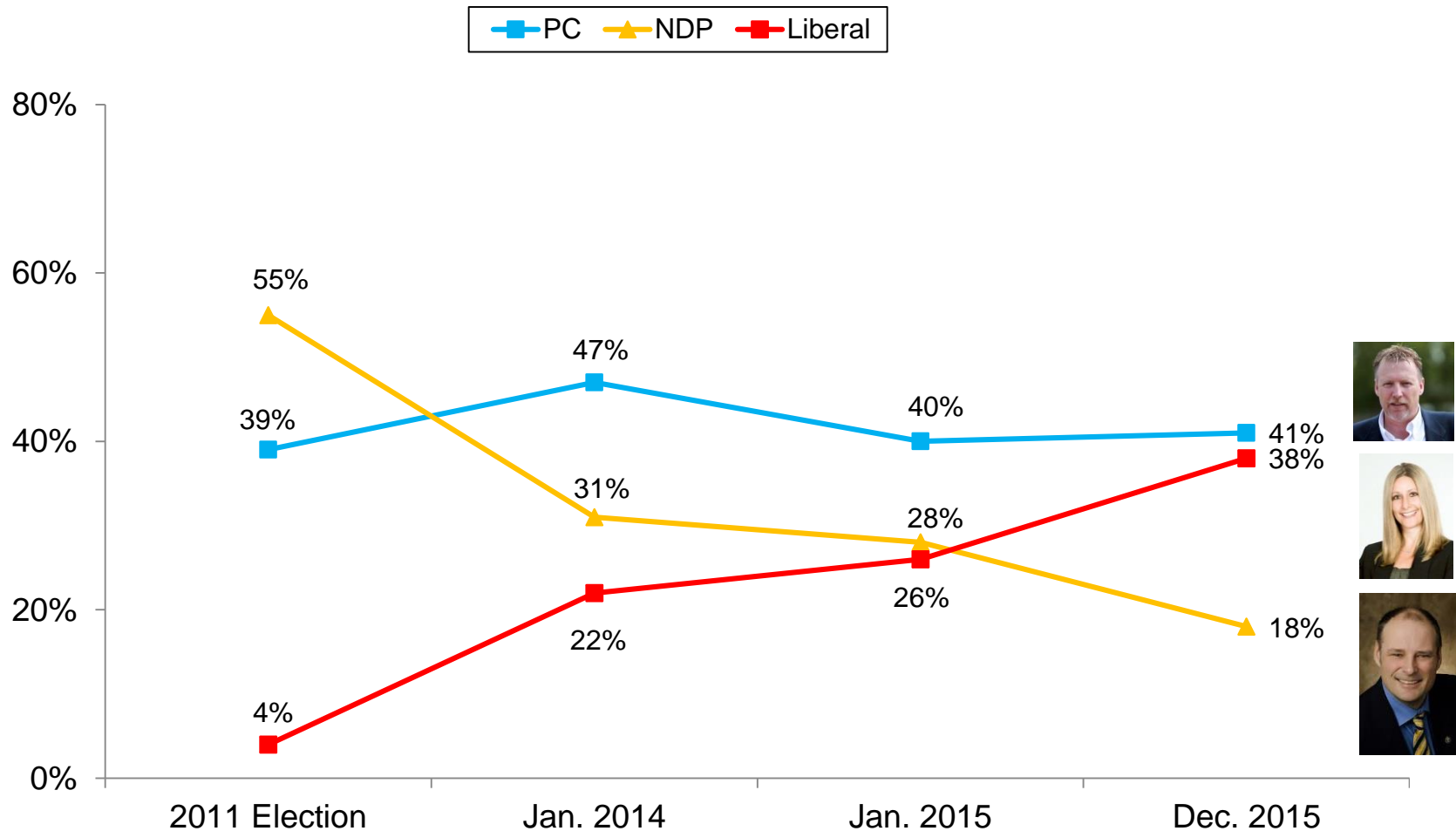
"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Current Provincial Party Support

-Tracking – Brandon East -

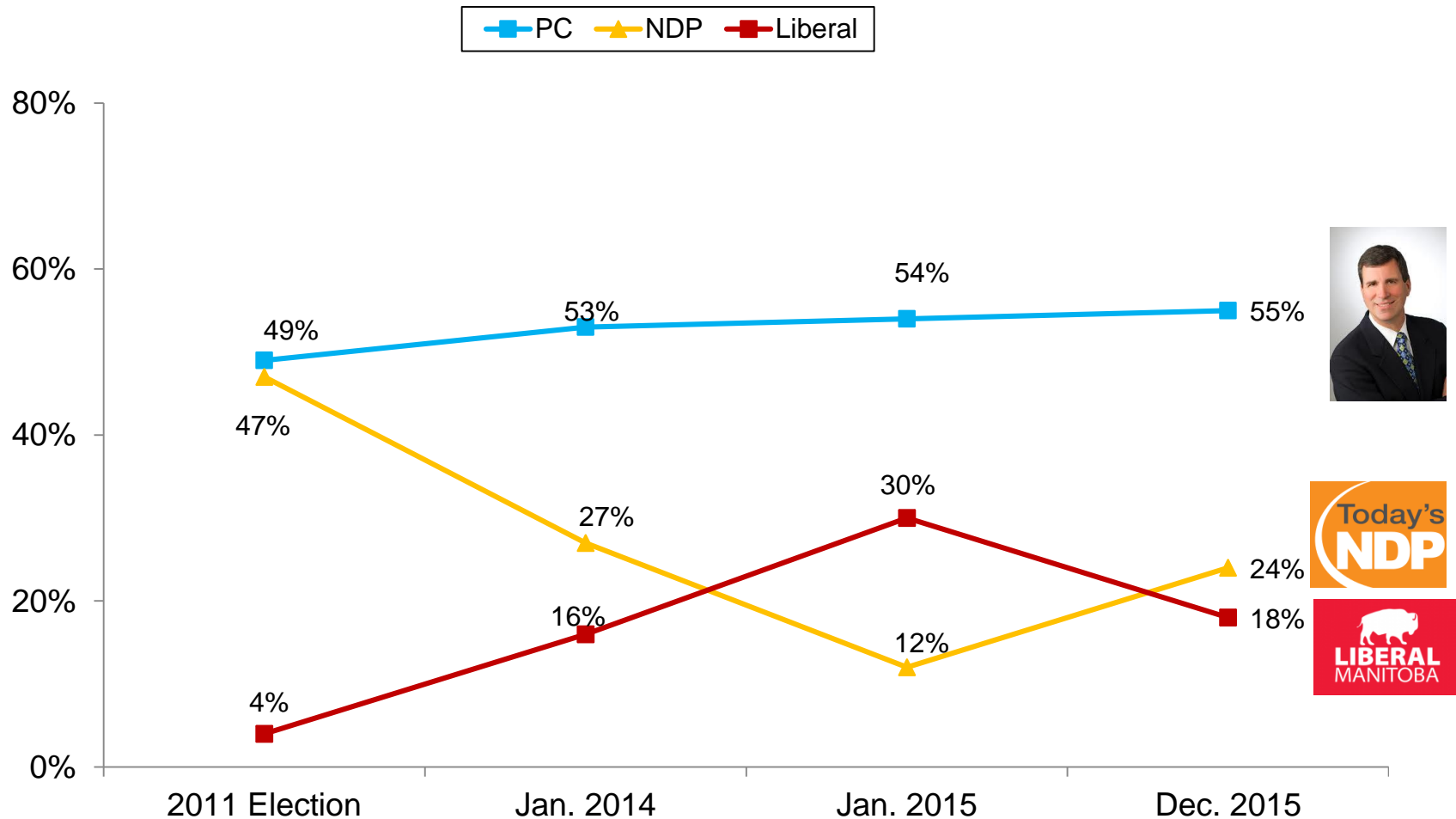
"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Current Provincial Party Support

-Tracking – Brandon West -

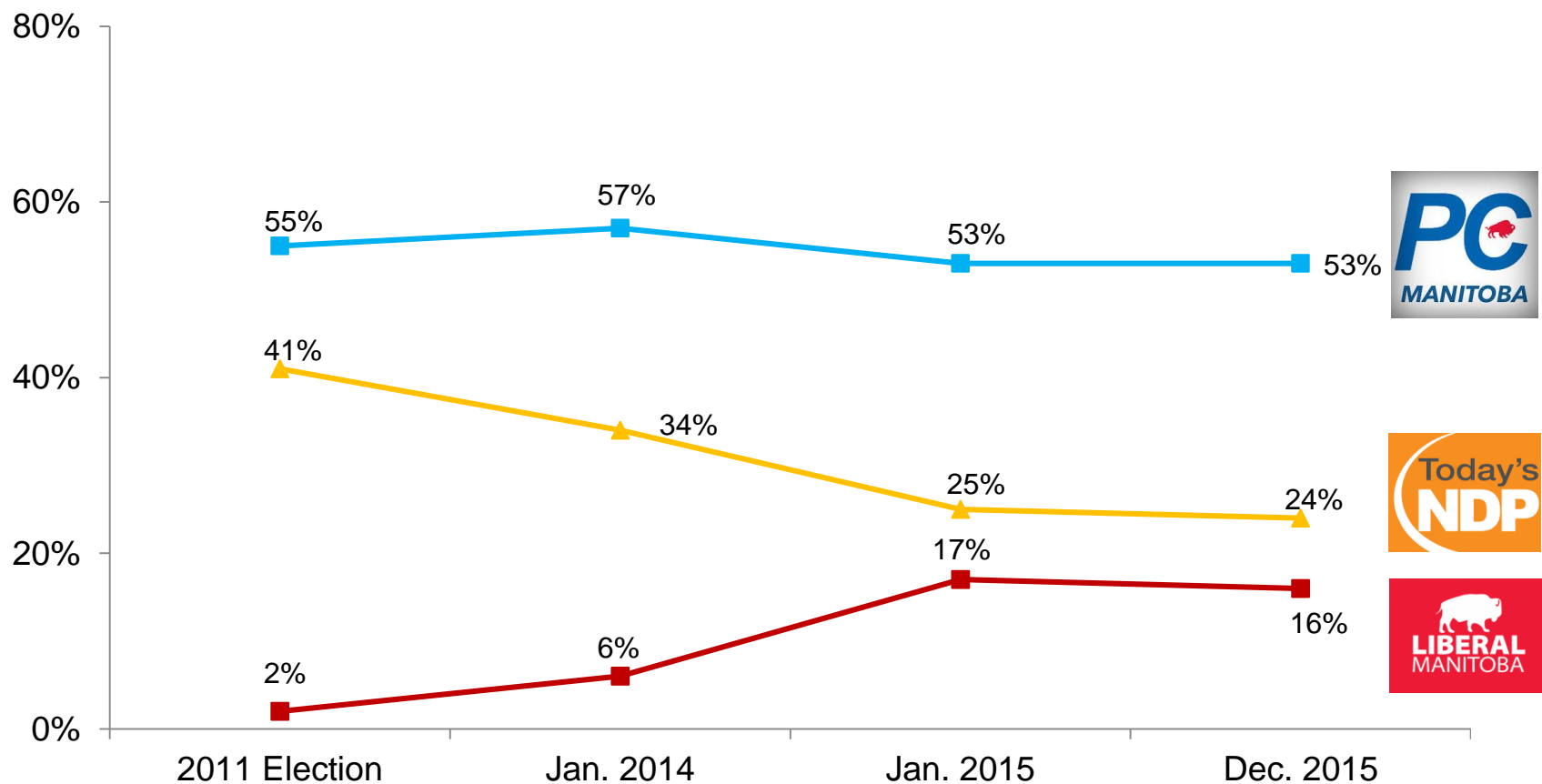
"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Current Provincial Party Support

-Tracking – Parkland -

"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"



Party Support Across Demographic Sub-Groups

"If a provincial election were held tomorrow, which party's candidate would you be most likely to support?"

	Total	Gender		Age							
	(n=800) (%)	Male (n=383) (%)	Female (n=417) (%)	18-34 (n=202) (%)	35-54 (n=281) (%)	55+ (n=317) (%)					
PC	54	62	46	45	54	57					
Liberal	22	18	26	29	24	18					
NDP	18	12	23	9	17	21					
Others	6	8	5	17	5	4					
	Education			Income							
	HS or Less (n=275) (%)	Some PS (n=139) (%)	Univ./College (n=384) (%)	<\$30K (n=86)* (%)	\$30K-\$59K (n=166) (%)	\$60K-\$99K (n=239) (%)	\$100K+ (n=182) (%)				
PC	63	49	47	43	45	48	64				
Liberal	19	24	24	27	30	25	18				
NDP	13	12	23	21	21	21	13				
Others	5	15	6	9	4	6	5				